

*Second Call*

**European Entrepreneurship as an Engine  
for Post-Crisis Development –  
Challenges and Opportunities**  
*International Conference*

**8-10 September 2010  
Borovets, Bulgaria**



*hosted by*

The Bulgarian Association for  
Management Development  
and Entrepreneurship  
(BAMDE)



*in partnership with*

The European Council for  
Small Business and Entre-  
preneurship  
(ECSB)

**Basic Information for Our Participants**

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# The Advisory Committee

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David Smallbone (*Kingston University, United Kingdom, President Elect of the International Council of Small Business*), Antti Haahti (*University of Lapland, Finland*), Ken O'Neill (*University of Ulster, United Kingdom*), Frank Hoy (*Worcester Polytechnic Institute, (MA), U.S.A.*) Alain Fayolle (*EM Lyon Business School and Visiting Professor at Solvay Brussels School of Economics and Management, Université Libre de Bruxelles*), J. Hanns Pichler (*Austrian Institute for SMEs Research, Austria*), Raymond Saner (*Diplomacy Dialogue, University of Basle, Switzerland*), Bogdan Piasecki (*University of Łódź, Poland*), Massimo Merlino (*Università degli Studi di Bergamo, Italy*), Eugenio Corti (*Geosystems r.s.l., Italy*), Ovidiu Nicolescu (*Academy of Economics, Romania*), Marijan Cingula (*University of Zagreb, Croatia*), Irina Kuzmina (*Riga International School of Economics and Business Administration, Latvia*), Konstantin Theile (*Educatis University, Switzerland*), Rodrigo Varela (*Universidad Icesi Calle, Colombia*)

# The Conference Team

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The conference is organized by the Bulgarian Association for Management Development and Entrepreneurship (BAMDE) in collaboration with the Institute for Entrepreneurship Development at the University of National and World Economy (IED/UNWE) and in partnership with the European Council for Small Business and Entrepreneurship (ECSB).

*Conference Chair:* Kiril Todorov

*Conference Assistants:* Kostadin Kolarov, Yordanka Ivanova

If there are any questions in order to plan your visit,  
please contact the Conference Secretariat:

## **Conference Secretariat**

*Bulgarian Association for Management  
Development and Entrepreneurship*

14, 132 Str., app. 17, Izgrev District,  
1113 Sofia, Bulgaria

phones: (+359 2) 4709402; 8195622

phone/fax: (+359 2) 4709452

e-mail: [conference@bamde.org](mailto:conference@bamde.org)

web: [conference.bamde.org](http://conference.bamde.org)

# The Conference

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## Mission of the Conference

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The Conference's mission is to bring together leading European and world 'players' in the field of entrepreneurship to discuss and share their results and opinions in the context of a United Europe: the place and the role of the European entrepreneurship in crisis and post-crisis development.

## Objectives

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- To discuss the strengths and the weaknesses of European entrepreneurship in the context of globalisation, knowledge-based economies and multicultural business environment;
- To analyse the role and behaviour of European entrepreneurship in the crisis and in post-crisis development;
- To present recent entrepreneurship research and developments in entrepreneurship training in a united Europe;
- To discuss current and potential projects and develop networks between researchers and teachers, consultants, entrepreneurs and policy makers from Europe and the other regions of the world;
- To analyse the interaction between European entrepreneurs and entrepreneurs from the rest of the world;
- To observe how European entrepreneurship could contribute to the success of a new European strategy for development until 2020.

## Who should attend this conference?

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- |               |                     |
|---------------|---------------------|
| – Researchers | – Entrepreneurs     |
| – Teachers    | – Policy-makers     |
| – Consultants | – Doctoral students |

## Topics

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General (panel) and specific (in sessions) topics will be discussed during the Conference. Among them will be:

- *Innovation and Commercialisation*
- *Youth and Women Entrepreneurship – Aspirations and Motivations / Developing Their Potential*
- *Family Business Development and Family Entrepreneurship*
- *Business Succession: Preparation of New Business Leaders*
- *Modern Entrepreneurship Education and Training*
- *Entrepreneurship and SMEs Support in the Crisis*
- *Management and Growth of SMEs after the Crisis*

- *European Entrepreneurship and Rest of the World (partnership, competition,*
- *Social Entrepreneurship*
- *Cross-border Entrepreneurship and Regional Development*
- *Management of High-tech Ventures*
- *SMEs in Global and Multicultural Environment*

## ***Main Organising Bodies***

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### ***Bulgarian Association for Management Development and Entrepreneurship (BAMDE)***

The association is a leading organisation in the field of management and entrepreneurship training and development in Bulgaria. BAMDE brings together the most renowned Bulgarian universities, research and training institutions, promotes and safeguards the quality of trainers and training programmes and acts as a national platform for professional management and entrepreneurship development in Bulgaria in relation to international standards and best practice. BAMDE is a holder of best practice in entrepreneurship training recognized by EFMD.

### ***Institute for Entrepreneurship Development (IED) at the University of National and World Economy (UNWE)***

The IED is a pioneer in education, consulting and research in the field of entrepreneurship and SMEs in Bulgaria. IED results are used directly in the teaching and training process.

The IED is focusing its work on supporting entrepreneurship activity in all of its dimensions – from the idea to start a small business, the management and development of small and medium-sized enterprises, to establishing corporate entrepreneurship in the large-scale organisations.

The IED is striving through its activities to develop as a leading training institution, contributing to the development of the entrepreneurial potential of Bulgaria and to the creation of a new entrepreneurial culture – the driving force in competitive market economy.

## ***In partnership with***

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### ***European Council for Small Business and Entrepreneurship (ECSB)***

The European Council for Small Business and Entrepreneurship (ECSB) is a non-profit organization whose main objective is to advance the understanding of entrepreneurship and to improve the competitiveness of SMEs in Europe. ECSB facilitates the creation and distribution of new knowledge through research, education and the open exchange of ideas between professions and across national and cultural borders.

The network of ECSB's members covers nearly the whole Europe geographically; it has some 400 members from over 30 countries. Through its affiliation to the International Council for Small Business since 1989, the European network is also connected to the global academic and professional small business community.

## *Organising Committee*

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*Kiril Todorov – Chairman, Bulgarian Association for Management Development and Entrepreneurship*

*Atanas Damyanov – D. A. Tsenov Academy of Economics, Svishtov*

*Mitko Dimitrov – Institute of Economics at the Bulgarian Academy of Sciences*

*Petar Terziyski – National Centre for Vocational Training within the Bulgarian Chamber of Commerce and Industry*

*Lyuba Mihalkova - University of National and World Economy (UNWE), Sofia*

*Kostadin Kolarov – University of National and World Economy (UNWE), Sofia*

*Emil Papazov – University of National and World Economy (UNWE), Sofia*

*Kiril Grigorov – Bulgarian Credit Rating Agency*

*Stanimir Milev – Fintex Ltd. and AB JSC*

*Yordanka Ivanova – Conference Secretary*

## *Awards*

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There will be a First Award (1,000 Euro), for the best paper presented at the conference.

A Second Award of selected collection of Bulgarian wines and souvenirs will be granted to the next best paper and leaders of sessions.

## *Proceedings*

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Papers will be available electronically on the Internet soon after the conference. A publication of a selection of papers as edited proceedings is planned as follows:

1. Proceedings of the conference papers – spring of 2011
2. The best 15 papers in special edited issue of Edward Elgar publishing house (still in negotiation);

If you are interested in publishing your paper in these proceedings, please take notice of the fixed standards for papers.

### **Standards for papers submitted for the conference proceedings**

Authors whose papers are intended to be published in the proceedings of the conference are asked to adhere to the following standards:

1. Competitive papers should be fully developed original work, not previously published or presented.
2. The authors are requested to submit five (5) hard-copies of the paper (at their arrival)
  - typed on one side of page
  - single spaced (double space paragraphs)
  - single column
  - typeface is to be Times New Roman, 12 pt
  - margins - top 2,5 cm, bottom 2,5 cm, left 3,0 cm, right 2,00 cm
  - paper size is to be A4
3. A data file of the paper should also be provided on CD, alternatively sent by e-mail. Files have to be saved as Microsoft Word file for Windows.
4. The paper must not exceed 20 pages (including pictures, tables, diagrams, appendices, references, etc.)
5. The authors' names should not appear on the main body of the paper. The first page should provide only the title of the paper and an abstract of no more than 100 words.
6. A separate title page must be attached listing:
  - title of paper
  - name(s) of author(s)
  - organisational affiliation(s)
  - complete address(es)
  - telephone and fax numbers and e-mail address(es)
7. The CD (or e-mail sent files) has to be submitted to the Conference Secretariat until 1 September 2010.

# Preliminary Conference Schedule

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We will provide you with actual and more detailed information about the timetable (especially about the timing of your presentation) via e-mail and fax and, of course, before your arrival. In the meantime please look at conference Internet web site <http://conference.bamde.org> , which is up-dated regularly to get the latest news about the conference.

## *Tuesday – 7 September*

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|               |  |
|---------------|--|
| Afternoon     | Depending on demand: <i>Social programme for those who arrive early and like to join us.</i> |
| 16.00 – 19.00 | Early Registration   |
| 19.00 –       | Welcome Reception  |

## *Wednesday – 8 September*

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|               |                                       |
|---------------|---------------------------------------|
| 8.00 – 9.30   | Registration                          |
| 9.30 – 10.00  | Opening Ceremony                      |
| 10.00 – 11.15 | Plenary session                       |
| 11.15 – 11.30 | <i>Coffee Break</i>                   |
| 11.30 – 13.00 | Plenary session – <i>continuation</i> |
| 13.00 – 14.00 | <i>Lunch</i>                          |
| 14.00 – 16.00 | Parallel Sessions                     |
| 16.00 – 16.15 | <i>Coffee Break</i>                   |
| 16.15 – 18.00 | Parallel Sessions                     |
| 20.00 –       | <i>Folklore dinner</i>                |

## *Thursday – 9 September*

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|               |   |
|---------------|---|
| 9.00 – 10.45  | Parallel Sessions   |
| 10.45 – 11.00 | <i>Coffee Break</i>   |
| 11.00 – 13.00 | Parallel Sessions   |
| 13.00 – 14.00 | <i>Lunch</i>  |
| 14.00 – 16.00 | Parallel Sessions   |
| 16.00 – 16.15 | <i>Coffee Break</i>   |
| 16.15 – 17.30 | Round Table – Lessons from the crisis: how European scientists and entrepreneurs go together further? |
| 20.00 –       | <i>Wine tasting and Gala Dinner</i>   |

## *Friday – 10 September*

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|               |                                       |
|---------------|---------------------------------------|
| 9.00 – 10.30  | Parallel Sessions                     |
| 10.30 – 10.45 | <i>Coffee Break</i>                   |
| 10.45 – 12.30 | Parallel Sessions                     |
| 12.30 – 13.30 | Closing and Best Paper Award Ceremony |
| 13.30 – 14.30 | <i>Lunch</i>                          |
| 14.30 – 17.30 | Social programme                      |

## *Saturday – 11 September*

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|         |               |
|---------|---------------|
| Daytime | Social events |
|---------|---------------|

## *Post-conference Programme*

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For the participants with a longer stay pre-(post)-conference programmes will be offered.

## *Accompanying Persons*

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Persons who have paid fee as spouses and non-professional friends of Conference Participants are welcomed to attend the pre-conference reception, the social programme (specially designed for them). Against additional payment the accompanying persons could attend the folklore dinner and/or the Gala dinner of the conference.

At the Conference Office we will provide information about the local attractions and possible tours and visits to spend the free time before, during and after the conference. You can meet there to make plans for your day together with others, if you like.

# Practical Details

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## Conference Venue

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The Conference will be held in Borovets, the first famous Bulgarian mountain resort, is situated on the northern slopes of the Rila Mountain at an altitude of 1300 meters. The resort enjoys a perfect location right at the foot of Mount Musala (2925 m), the highest peak on the Balkans. Only 72 km away from Sofia and just 126 km away from Plovdiv, Borovets is easily accessible from all parts of Bulgaria.

In the summer Borovets is just as marvellous as it is in the winter. It offers everything a perfect vacation needs: clean and fresh air,

serene centuries-old pine forests, green meadows sprinkled with fragrant flowers and herbs, blue lakes and majestic snow-capped peaks. For nature-lovers the resort is a favourite vacation spot and starting point of many hiking routes in the Rila Mountains. And when the sun has gone down, the resort begins to pulse with the numerous lights of the nightlife...

## Hotel Accommodation

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The Conference participants and guests are invited to stay in the specially booked for the event Zodiac Hotel which halls will be used for the conference sessions.

Located in an age-old pine forest, just 1500 m from the resort centre, Zodiac Hotel offers 45 standard double rooms, 10 comfort class rooms, and 8 apartments. All rooms are with a shower/ bathtub bathroom, TV-Sat, Internet, refrigerator, radio, telephone.

For the pleasant and useful stay the hotel offers a restaurant, night disco bar, lobby bar, fitness hall, sauna, massage, playroom, physician's office, treasury safe, and other tourist services.



## Registration

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The BAMDE is responsible for registration. Please send your registration form by fax or e-mail:

fax: +359 2 4709402

e-mail: [conference@bamde.org](mailto:conference@bamde.org)

Tourist Information and Registration JSC. (TIR JSC, the owner of Zodiac Hotel) is responsible for hotel accommodation. The same registration form should be send also to their fax or e-mail:

fax: + 359 2 9814948

e-mail: [popnikolov@tir.bg](mailto:popnikolov@tir.bg)

Registered participants check in at the Conference Office at the Zodiac Hotel on Tuesday, 16.00 – 19.00 or on Wednesday 8.00 – 9.30, before the Opening Ceremony. There you will get your conference documents, badges, and vouchers for the lunches, dinners and social programme as well as information on the conference timetable.

## Timetable and deadlines

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Early Registration – between 20 May and 20 June

Conference Opens – 8 September

Conference Closes – 10 September

Deadline for receipt of conference papers – 31 July

## Conference Fees

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| <b>Registration Fee</b>  | <i>before 20 June 2010</i> | <i>after 20 June 2010</i> |
|--|----------------------------|---------------------------|
| ECSB & ICSB Members  | ☐ € 300                    | ☐ € 350                   |
| Active Participants  | ☐ € 350                    | ☐ € 400                   |
| Passive Participants   | ☐ € 400                    | ☐ € 450                   |
| CEE Participants•  | ☐ € 250                    | ☐ € 300                   |
| Entrepreneurs who will take part in the conference Round Table | ☐ € 400                    | ☐ € 500                   |
| Accompanying persons   | ☐ € 200                    | ☐ € 250                   |

### **Active participants:**

Participants who present a paper, prepare a workshop or organize a poster presentation, which is accepted by the conference host, pay a reduced fee (see above).

- CEE participants - participants from a Central and Eastern European EU-member countries. Participants from non-EU countries will pay 20% less.

### **Participants who have registered and paid the full fee are entitled to:**

- Full participation in the conference
- Three lunches, tea and coffee breaks
- Folklore and Gala dinners
- Admission to conference reception, and the closing ceremony of the conference
- Conference documentation
- Social programme
- Admission to the best paper award competition – 1000 euro.
- Conference proceedings (to be published in 2011)

**Those who have paid the accompanying person fee** are welcome to attend the pre-conference reception, the social programme (specially designed for them) and the closing ceremony of the conference.

For an additional payment trip to Rila Monastery (in UNESCO's World Heritage List), visits to Perperikon (Dionis' Temple and Ancient Castle ruins) and Tatul (ritual grave of Orpheus), etc. will be organised.

### *Payment*

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The **Registration fee** should be prepaid by bank transfer in Euro (net of bank charges) to  
**Bank name:** BulBank, Ruski Pametnik Office **Address:** 2, Buzludja Str., Sofia, Bulgaria  
**BIC:** UNCRBGSF **IBAN:** BG87 UNCR 7630 1475 5796 49  
**Beneficiary:** Bulgarian Association for Management Development and Entrepreneurship (BAMDE)

\* Please indicate correctly the name of the participant and the purpose of payment „**BAMDE Conference**”

Bulgarian Association for Management Development and Entrepreneurship  
14, 132 Street, app. 17, Izgrev District, 1113 Sofia, Bulgaria  
**fax: + 359 2 4709402; e-mail: conference@bamde.org**

**Hotel accommodation** has to be prepaid by bank transfer in Euro (net of bank charges) to  
**Bank name:** Ivestbank, Stamboliyski Office **Address:** 55, Al. Stamboliyski blvd., Sofia, Bulgaria  
**BIC:** IORTBGSF **IBAN:** BG30 IORT 7371 1400 5577 00  
**Beneficiary:** Tourist Information and Registration JSC. (TIR JSC)

\* Please indicate correctly the name of the participant and the purpose of payment „**Zodiac Hotel, BAMDE Conference**”

Tourist Information and Registration JSC (owner of Zodiac Hotel)  
11, Vitosha Blvd., app. 1, 1000 Sofia, Bulgaria  
**fax: + 359 2 9814948; e-mail: popnikolov@tir.bg**

Extra services such as telephone, laundry, mini bar etc. have to be paid at the Reception of the hotel.

## *Acknowledgement of Registration*

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Your registration will be acknowledged in writing with confirmation of your requirements according to your registration form as soon as we have received your application form and payment. Please present this confirmation when registering at the conference. If you have not received a confirmation letter (because of late application), please bring a copy of your application together with proof of payment.

## *Cancellation*

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All cancellations of **Hotel bookings** should be sent in written to TIR Ltd. within August 1st 2010. For cancellations received by August 1st 2010, 80 % of the prepaid amount will be reimbursed, less the bank charges incurred. In case of cancellation after August 1st 2010, 50 % reimbursement will be done, less the bank charges incurred.

All cancellations of **Registration** should be sent in written to BAMDE within August 1st 2010. For cancellations received by August 1st 2010, the 50% of the Registration fee will be reimbursed, less the bank charges incurred. In case of cancellation after August 1st 2010, no reimbursement will occur.

## *Letter of Invitation*

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The Conference Secretariat will send letters of invitation on request.

## *Certificate of Attendance*

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A Certificate of Attendance will be available on request at the registration desk on the last day of the conference.

## *Entrance to Conference*

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Each member of the conference will receive a name badge on registration. You are kindly requested to wear the badge throughout the Conference to obtain entry to all sessions and social programme. We also ask you to pose your personal name sign on the table at all sessions.

## *Official Language*

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The official language for the Conference is English. Presentations are to be held in English and also the papers in the proceedings will be published in English.

## *Dress*

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Dress at such conference is usually casual. See also general information about Bulgaria and weather.

## *Insurance*

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Registration fees do not include insurance of any kind. The Conference Secretariats cannot accept liability for personal injuries sustained, or for lost or damage of property belonging to conference participants, either during or subsequent to the conference. You are kindly requested to check the validity of your own insurance before leaving for Bulgaria.

## Accommodation

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Accommodation has been reserved for participants at Zodiac Hotel (four stars).

| <i>Type of rooms/apartment</i> | <i>Type of accommodation</i> |                         |
|--------------------------------|------------------------------|-------------------------|
|                                | <i>Single occupancy</i>      | <i>Double occupancy</i> |
| Standard room                  | € 40                         | € 55                    |
| Comfort room                   | € 45                         | € 60                    |
| Apartment                      | € 50                         | € 70                    |

*\* Rates are per room per night and include breakfast, fitness room, transport to/from other parts of the venue, tourist insurance, resort tax, and VAT.*

Any change to a reservation must be notified directly to TIR Ltd.

## Transportation

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In order to facilitate your arrival in Borovets (the conference venue), a car service will operate from the Sofia Airport and the official hotel. It will be arranged individually according your request and flights details stated in your registration form. The transfer in one direction is € 30, in both directions - € 50.

# General Information

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## *Bulgaria*

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Bulgaria is situated in Southeast Europe and occupies an area of 111 000 sq.km in the eastern part of the Balkan Peninsula. The average altitude is 470 m. Although but small in area, the country's territory is greatly varied with high and medium-high mountains, sheltered plains and valleys reaching down to the level of the Black Sea. The majority of population (over 85%) is from Slavic origin, and religion is predominantly Eastern Orthodox.

## *Passports and Visas*

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A valid passport is required. No Visas are required for visitors from most European countries in order to enter Bulgaria. However, it is advisable to contact your travel agent or the nearest Bulgarian Embassy or Consulate. Otherwise you can buy the compulsory visa on the border but it will cost you about twice as much as from the Bulgarian Embassy in your own country.

## *Customs and export*

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You should declare valuable items so as to facilitate 're-exportation'.

## *Language*

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Bulgarian, from the Slavonic group of languages, written in the Cyrillic alphabet. English, German, French, Russian and other languages are spoken in the country. English is widely understood in hotels, restaurants and shops.

## *Weather and Clothing*

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September is late summer and a pleasant time of the year. You can generally expect temperatures between 20 and 25 degrees Centigrade during the day. Although the weather is mostly sunny, it is advisable to bring a sweater for the chilly evenings in the mountain and an umbrella or raincoat in case it rains.

In Bulgaria people dress informally. For special occasions like dining at better class hotels or restaurants, a tie and jacket are recommended.

## *Time*

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Bulgaria is 2 hours ahead of Greenwich Mean Time (GMT).

## *Currency/Banking*

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The Bulgarian unit of currency is the Lev. The Bulgarian lev (BGN) is the sole legal tender in the country territory. With the introduction of the Currency Board since 1997 the lev is fixed to the Euro at rate 1,95 BGN:1 EUR.

Foreign exchange transactions are conducted by commercial banks and other organisation holding the necessary licence. Travellers checks in foreign currencies will be cashed by banks but are not usually accepted in shops. All the prices are stated in BGN.

Commercial banks and licensed money dealers quote their selling and buying rates on a daily basis. They will buy foreign exchange from any genuine visitor without restriction. Exchange offices operate in

most hotels, shopping areas, and border crossings.

Banks are generally open 0800-1230 and 1300-1500 hours Monday to Friday and 0800-1400 on Saturday.

### *Credit Cards*

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American Express, Carte Blanche, Diners Club, Eurocard, Mastercard and Visa are accepted at most hotels, large restaurants, tourist offices and major department stores.

### *Tipping*

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Tipping is not formally encouraged, although waiters, porters, etc still welcome a small gratuity – 10% is usual if good service is received.

### *Electricity*

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Electrical current is 220 volts, 50Hz. Sockets are designed to accept Continental two-pin plugs.

### *Shopping*

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Pottery, carved and engraved wood and embroidered cloth are among the specialties to look out for.

Duty free goods are available at custom control points at airports, and also on board aircraft on international service.

### *Souvenirs*

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The best souvenirs to take home are rose oil perfumery, ceramics, costumes dolls, embroidery, leather and handicrafts.

### *Local customs*

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There are many, but the most important one to remember that Bulgarians nod their

head to indicate 'no' and shake it when they mean 'yes'!

### *International Call*

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To make long-distance calls, use your hotel telephone service (usually more expensive) or the payphone services. Phone cards are available at post offices and stationary shops. You can also order the call from the international operator: 0123.

### *More Information*

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Please visit: <http://www.travel-bulgaria.com>